

## CLAIMS

What is claimed is:

- 1 1. A method for modifying addresses in a communications network, the method  
2 comprising the computer-implemented steps of:  
3 receiving, at an intermediary, a request for an object that is associated with a server;  
4 generating, at the intermediary, a combined address that identifies both an  
5 intermediary address associated with the intermediary and an object address  
6 that is determined based on the request;  
7 determining whether the combined address satisfies a particular condition; and  
8 when the combined address does not satisfy the particular condition, performing the  
9 steps of:  
10 substituting at least a portion of the combined address with one or more address  
11 identifiers to create a modified combined address, wherein the modified  
12 combined address satisfies the particular condition,  
13 generating, at the intermediary, a modified request that is based upon the request and  
14 that includes the modified combined address, and  
15 sending the modified request to the server.
- 1 2. The method of Claim 1, wherein the combined address satisfies the particular  
2 condition if a first size of the combined address does not exceed a specified size,  
3 wherein the combined address does not satisfy the particular condition if the first size  
4 of the combined address does exceed the specified size, and wherein the modified

combined address satisfies the particular condition if a second size of the modified combined address does not exceed the specified size.

3. The method of Claim 1, wherein the step of substituting at least the portion of the combined address data with one or more address identifiers comprises the step of: substituting at least one address identifier for the intermediary address.

4. The method of Claim 1, wherein the step of substituting at least the portion of the combined address data with one or more address identifiers comprises the step of: substituting at least one address identifier for the object address.

5. The method of Claim 1, further comprising the step of: selecting the one or more address identifiers based upon at least one attribute of the request for the object.

6. The method of Claim 1, further comprising the step of: selecting the one or more address identifiers based upon at least one attribute of the object.

7. The method of Claim 1, further comprising the step of: selecting the one or more address identifiers based upon at least one attribute of the server.

8. The method of Claim 1, wherein the request is received from a first participant of a transaction, wherein the transaction is between the first participant and a second participant, and wherein the second participant is associated with the server.

9. The method of Claim 8, wherein the first participant is a customer, the second participant is a merchant, and the transaction is a purchase by the customer from the merchant via a shopping application associated with the intermediary.

10. A method for analyzing addresses, the method comprising the computer-implemented steps of:  
receiving a modified combined address, wherein the modified combined address is based on a combined address that does not satisfy a particular condition, wherein the modified combined address includes one or more address identifiers such that the modified combined address does satisfy the particular condition, and wherein the one or more address identifiers represents at least a portion of the combined address; and  
interpreting the one or more address identifiers based upon a mapping between the one or more address identifiers and the portion of the combined address that is represented by the one or more address identifiers.

11. A method for determining whether network communications are associated with an intermediary, the method comprising the computer-implemented steps of:  
causing first communication data for one or more communications associated with the intermediary to be stored at a location associated with the intermediary;

5 receiving second communication data associated with a particular communication;  
6 and  
7 comparing the first communication data to the second communication data to  
8 determine whether the particular communication is associated with the  
9 intermediary.

1 12. The method of Claim 11, wherein the second communication data is received via one  
2 or more tracer images.

1 13. The method of Claim 11, wherein the first communication data is stored via one or  
2 more Internet cookies.

1 14. The method of Claim 13, wherein  
2 the one or more Internet cookies are set to expire after a specified period of time.

1 15. The method of Claim 11, wherein the particular communication is associated with a  
2 purchase of a product by a customer from a merchant, and wherein the purchase is  
3 facilitated by a shopping application associated with the intermediary.

1 16. The method of Claim 11, wherein  
2 the first communication data for each of the one or more communications includes at  
3 least a customer identifier, a merchant identifier, and a product identifier,  
4 the second communication data associated with the particular communication  
5 includes at least a particular customer identifier, a particular merchant  
6 identifier, and a particular product identifier, and







26. The computer-readable medium of Claim 25, wherein the first participant is a customer, the second participant is a merchant, and the transaction is a purchase by the customer from the merchant via a shopping application associated with the intermediary.

27. A computer-readable medium for analyzing addresses, the computer-readable medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

receiving a modified combined address, wherein the modified combined address is based on a combined address that does not satisfy a particular condition, wherein the modified combined address includes one or more address identifiers such that the modified combined address does satisfy the particular condition, and wherein the one or more address identifiers represents at least a portion of the combined address; and

interpreting the one or more address identifiers based upon a mapping between the one or more address identifiers and the portion of the combined address that is represented by the one or more address identifiers.

28. A computer-readable medium for determining whether network communications are associated with an intermediary, the computer-readable medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

causing first communication data for one or more communications associated with the intermediary to be stored at a location associated with the intermediary;

receiving second communication data associated with a particular communication;

and

comparing the first communication data to the second communication data to determine whether the particular communication is associated with the intermediary.

29. The computer-readable medium of Claim 28, wherein the second communication data is received via one or more tracer images.

30. The computer-readable medium of Claim 28, wherein the first communication data is stored via one or more Internet cookies.

31. The computer-readable medium of Claim 30, wherein  
the one or more Internet cookies are set to expire after a specified period of time.

32. The computer-readable medium of Claim 28, wherein the particular communication is associated with a purchase of a product by a customer from a merchant, and wherein the purchase is facilitated by a shopping application associated with the intermediary.

33. The computer-readable medium of Claim 28, wherein  
the first communication data for each of the one or more communications includes at  
least a customer identifier, a merchant identifier, and a product identifier,  
the second communication data associated with the particular communication  
includes at least a particular customer identifier, a particular merchant  
identifier, and a particular product identifier, and  
wherein the step of comparing the first communication data and the second  
communication data further comprises instructions which, when executed by  
one or more processors, cause the one or more processors to carry out the step  
of:  
determining whether the particular customer identifier, the particular merchant  
identifier, and the particular product identifier match the customer  
identifier, the merchant identifier, and the product identifier that are  
included in the first communication data for each of the one or more  
communications associated with the intermediary.

34. The computer-readable medium of Claim 28, wherein the step of causing first  
communication data to be stored at the location associated with the intermediary is  
performed in response to a request from a participant in the one or more  
communications.

